

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-08 AGRE-00 USIA-15 /034 W

-----282139 078757 /73

R 281905Z FEB 77

FM AMEMBASSY MEXICO

TO USDOC WASHDC

INFO SECSTATE WASHDC 582

AMCONSUL BELIZE

AMEMBASSY BOGOTA

AMCONSUL CALI

AMEMBASSY CARACAS

AMEMBASSY GUATEMALA

AMCONSUL GUAYAQUIL

AMEMBASSY MANAGUA

AMCONSUL MEDELLIN

AMCONSUL MARACAIBO

AMEMBASSY PANAMA

AMEMBASSY QUITO 1518

AMEMBASSY SAN JOSE

AMEMBASSY SAN SALVADOR

AMEMBASSY TEGUCIGALPA

U S CONSULATES IN MEXICO UNN

UNCLAS SECTION 1 OF 2 MEXICO 2428

COMMERCE - BIC/OIM - STERLING

E.O. 11652: N/A

TAGS: BEXP, MX

SUBJ: END OF SHOW:REPORT: AGRICULTURAL MACHINERY & EQUIP.

EXHIBITION, GUADALAJARA, MEXICO, FEB. 16-20, 1977.

1. NAME OF EVENT: AGRICULTURAL EQUIPMENT & MACH. EXH.
2. PLACE AND DATES: UNION GANADERA REGION, GUADALAJARA, MEXICO, FEB. 16-20, 1977
3. PARTICIPANTS: 36 (NTM-31, OTM-5)

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3A. EXHIBITORS: 66 (NTM-53, OTM-13)

4. FLOOR SALES AT EXHIBITION INCLUDING DOLLAR VALUE
OF MERCHANDISE TURNED OVER TO AGENTS AND
DISTRIBUTORS: \$198,398, (NTM\$197,972 - OTM\$426)

5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS
AS RESULT OF THIS EXHIBITION: \$9,205,500, (NTM \$7,850,500,
OTM\$1,356,000).

- 6. COMPANIES SEEKING REPS.: 29
- 7. REPS. SIGNED: 8
- 8. REPS. EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS: 146
- 8A. LEADS: 375
- 9. COMPANIES SEEKING JOINT VENTURES OR LICENSEES: 7
- 10. JOINT VENTURES OR LICENSEES SIGNED: 1
- 10A. JOINT VENTURES OR LICENSEES EXPECTED TO BE SIGNED
DURING NEXT 12 MONTHS: 2
- 10B. LEADS: 22
- 11. SALES LEADS: 1,983, (NTM-1,798, OTM-185)
- 12. REGISTERED ATTENDANCE: 3,115 (HAND COUNT 9,641)
- 13. MARKETING OBJECTIVES SUMMARY;

- A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVES:
26 - (NTM-22, OTM-4)
- B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING
OBJECTIVES: 10(NTM-9, OTM-1)
- C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING
OBJECTIVES: 0 (NTM-0, OTM-0)

14. COMMENTS:

A. AGRICULTURAL EQUIPMENT WAS VERY POPULAR AT THIS
FIRST OFF-SITE EXHIBITION EVER HELD BY USTC
MEXICO CITY. LOCALE AT UNION GANADERA REGIONAL DE
JALISCO IN GUADALAJARA PROVED TO BE NEARLY IDEAL, WITH
AMPLE COVERED AND OPEN SPACE FOR DISPLAY OF MACHINERY
AND EQUIPMENT. IMMEDIATE SALES OF 198,398 AND 12
MONTHS PROJECTIONS OF 9,206,500, ALONG WITH EXCELLENT
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RESULTS OF FIRMS SEEKING REPRESENTATION, LICENSEES AND
JOINT VENTURES INDICATE THIS EXHIBITION WAS TRULY SUCCESSFUL.
PARTICULARLY IMPRESSIVE WAS NATIONAL SCOPE OF ATTENDANCE,
WITH 22 OF MEXICO'S 31 STATES HAVING BEEN REPRESENTED
AMONG THE 3115 REGISTERED VISITORS, BULK OF WHOM WERE
FARMERS, CATTLEMEN AND AGRICULTURE-RELATED MEXICAN
GOVERNMENT AGENCIES. DOOR COUNT OF 9,641, TRIPLE
REGISTERED COUNT, REFLECTS MULTIPLE REPEAT ATTENDANCE
BY NUMEROUS PERSONS AND BULK OF STUDENTS AND GENERAL
PUBLIC WHO WERE COUNTED BUT NOT REGISTERED. ATTENDANCE
ALSO INCLUDED BUSINESSMEN FROM GUATEMALA, HONDURAS,
NICARAGUA AND VENEZUELA.

B. EXHIBITOR TALKS IN AUDITORIUM ATTRACTED AVERAGE
75 PERSONS PER SESSION, MOST OF WHOM WERE FROM
OUTSIDE GUADALAJARA AREA. RESPONSE BY AUDIENCE
WAS ENTHUSIASTIC TO EQUIPMENT AND FARMING METHODS
DISCUSSED.

C. GUADALAJARA BRANCH OF AMERICAN CHAMBER OF COMMERCE
OF MEXICO HELD VERY INFORMATIVE "BUSINESSMEN'S BRIEFING"
FOR EXHIBITORS, FEATURING TALKS ON BUSINESS CLIMATE,
CREDIT SOURCES AND AVAILABILITY, LEGAL ASPECTS OF
MEXICAN BUSINESS AND MEXICAN IMPORT REGULATIONS.
BRIEFING ON MORNING OF OPENING DAY WAS ATTENDED BY 37
EXHIBITORS.

D. DEMONSTRATED MARKETABILITY OF AGRICULTURAL EQUIPMENT,
IN SPITE OF NUMEROUS PROBLEMS WITH IMPORTABILITY, ALONG
WITH INCREASING EMPHASIS BY MEXICAN GOVERNMENT BOOSTING
AGRICULTURAL PRODUCTION INDICATE THAT A REPEAT OF THIS
EXHIBITION WOULD BE WORTHWHILE IN THE RELATIVELY NEAR
FUTURE, PERHAPS WITHIN THE NEXT THREE YEARS.

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15. PROPOSED ARTICLE FOR COMMERKCE AMERICA, TITLE:
GUADALAJARA AGRICULTURAL MACHINERY SHOW. (EGIN ARTICLE):

WHILE MOST OF THE UNITED STATES WAS STILL SHIVERING THROUGH ONE OF ITS COLDEST WINTERS IN HISTORY, 36 PARTICIPATING FIRMS WERE "MAKING HAY" IN THE WARM SUNSHINE OF GUADALAJARA, JALISCO AT EXPO-AGRICOLA 77, AN EXHIBITION OF AGRICULTURAL MACHINERY AND EQUIPMENT WHICH TOOK PLACE ON THE EXPOSITION GROUNDS OF THE JALISCO REGIONAL CATTLEMEN'S ASSOCIATION FROM FEBRUARY 16 TO 20. THE PARTICIPANTS, REPRESENTING 66 EXHIBITING MANUFACTURERES, ACHIEVED COMBINED IMMEDIATE AND 12 MONTH UNCLASSIFIED

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PROJECTED SALES OF OVER \$9.4 MILLION WHILE SIGNING UP EIGHT NEW SALES REPRESENTATIVES AND ONE NEW LICENSEE. THE TOTAL ATTENDANCE OF NEARLY 10,000 WAS THE LARGEST EVER TO ATTEND A UNITED STATES GOVERNMENT-ORGANIZED INDUSTRIAL EXHIBITION IN MEXICO. THERE WERE VISITORS FROM 22 OF MEXICO'S 31 STATES AND TERRITORIES AND FROM GUATEMALA, HONDURAS, NICARAGUA AND VENEZUELA AS WELL.

THE EXHIBITION WAS OPENED WITH A RIBBON CUTTING FEATURING BY THE GOVERNOR OF JALISCO STATE AND THE U.S. CONSUL GENERAL IN GUADALAJARA, MATHIAS ORTWEIN, NUMEROUS MEXICAN GOVERNMENT OFFICIALS DEALING IN AGRICULTURAL AFFAIRS ATTENDED THE OPENING AND WERE TO BE SEEN IN ATTENDANCE THROUGHOUT THE EVENT.

EXHIBITORS EXPRESSED SATISFACTION WITH THEIR PARTICIPATION. MR. LE DINH CU, EXPORT MANAGER FOR GENERAL IRRIGATION CO., WHICH REPORTED OVER \$70,000 IN OFF-THE-FLOOR SALES AND PROJECTED OVER \$500,000 IN SALES FOR THE FOLLOWING 12 MONTHS, REPORTED THAT HE GOT MORE RESPONSE FROM THE SHOW DURING ITS SHORT DURATION THAN IN ANY OTHER SHOW (IN THE U.S. OR OVERSEAS) IN WHICH THEY HAD PARTICIPATED. CARDINAL SCALE MANUFACTURING COMPANY'S EXPORT MANAGER, MACK RAPP, THOUGHT THE SHOW WAS GOOD "FOR END USERS" AND DETECTED "LOTS OF INTEREST" FOR HIS COMPANY'S ELECTRONIC WEIGHING SYSTEMS. MR. RAPP PROJECTED \$1,000,000 IN SALES OVER THE NEXT 12 MONTHS AS WELL AS REPORTING THE SIGNING OF A NEW AGENT TO HANDLE HIS LINE.

IN ADDITION TO THE EXHIBITION OF EQUIPMENT THERE WERE 25 TECHNICAL TALKS AND FILMS PRESENTED BY EXHIBITORS IN THE FAIRGROUNDS AUDITORIUM. THE AUDITORIUM WAS FILLED TO CAPACITY FOR MOST SESSIONS, WITH THE MAJORITY OF THE AUDIENCE COMING FROM OUTSIDE THE IMMEDIATE GUADALAJARA AREA.

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THE ENTHUSIASTIC RESPONSE OF MEXICAN FARMERS, CATTLEMEN AND AGRICULTURE-RELATED GOVERNMENT AGENCIES TO THE GUADALAJARA EXHIBITION AND TECHNICAL TALKS DEMONSTRATED THAT IN SPITE OF PRESENT ECONOMIC DIFFICULTIES THE MEXICAN MARKET FOR AGRICULTURAL MACHINERY AND EQUIPMENT IS A STRONG ONE. WITH THE MEXICAN GOVERNMENT'S EXPRESSED DESIRE TO BOLSTER AGRICULTURAL PRODUCTIVITY AND, THUS, REDUCE OR ELIMINATE THE NEED FOR FOOD AND FIBER IMPORTS, THIS MARKET SHOULD CONTINUE TO GROW FOR THE FORESEEABLE FUTURE. U.S. PRODUCERS OF THIS EQUIPMENT WILL DO WELL TO MAKE THE EFFORT TO FIND REPRESENTATION IN MEXICO AND SEE THAT THEIR PRODUCTS SHARE IN THE GOOD SALES THAT LIE AHEAD.
THOMPSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
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Review Transfer Date:
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SAS ID: 3289437
Secure: OPEN
Status: NATIVE
Subject: END OF SHOW:REPORT: AGRICULTURAL MACHINERY & EQUIP. EXHIBITION, GUADALAJARA, MEXICO, FEB. 16-20, 1977.
TAGS: BEXP, MX
To: COM
Type: TE
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Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009